

FIGURE 1

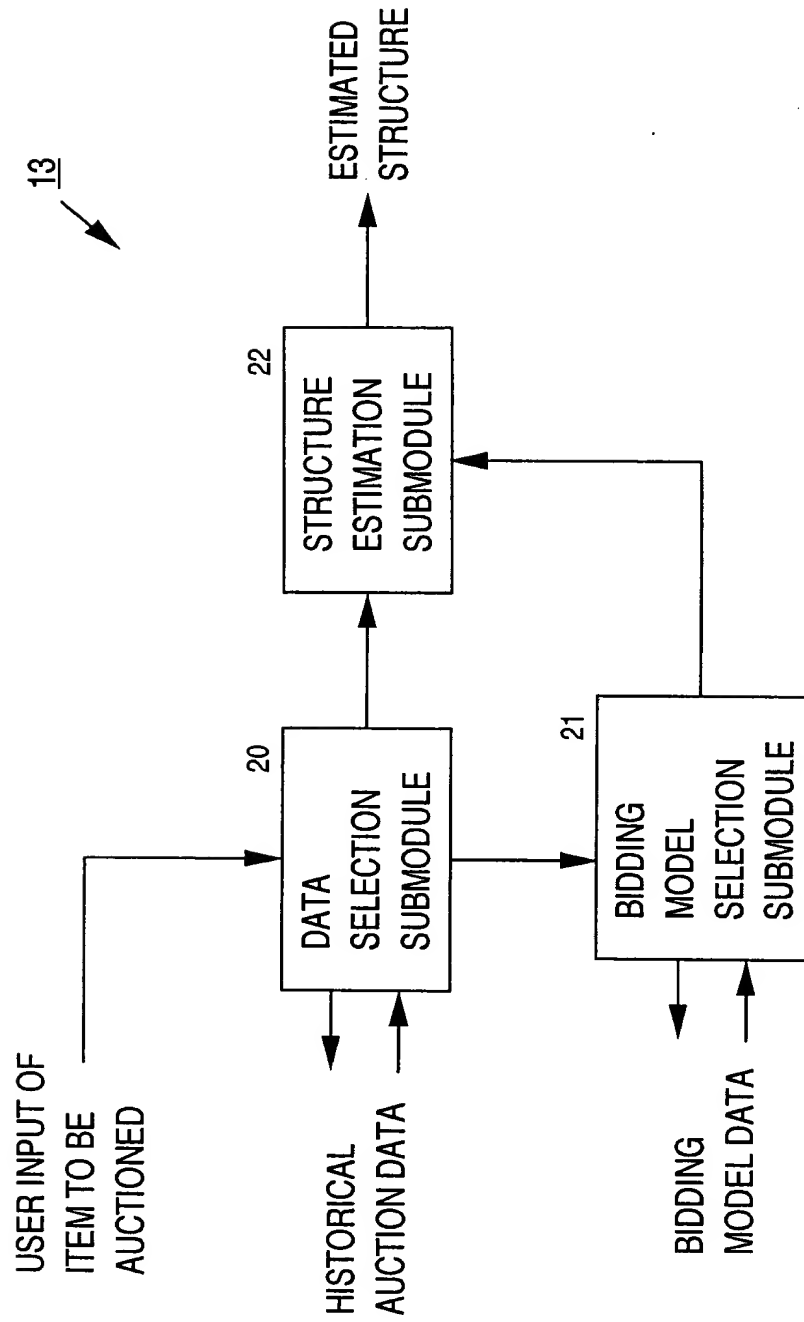


FIGURE 2

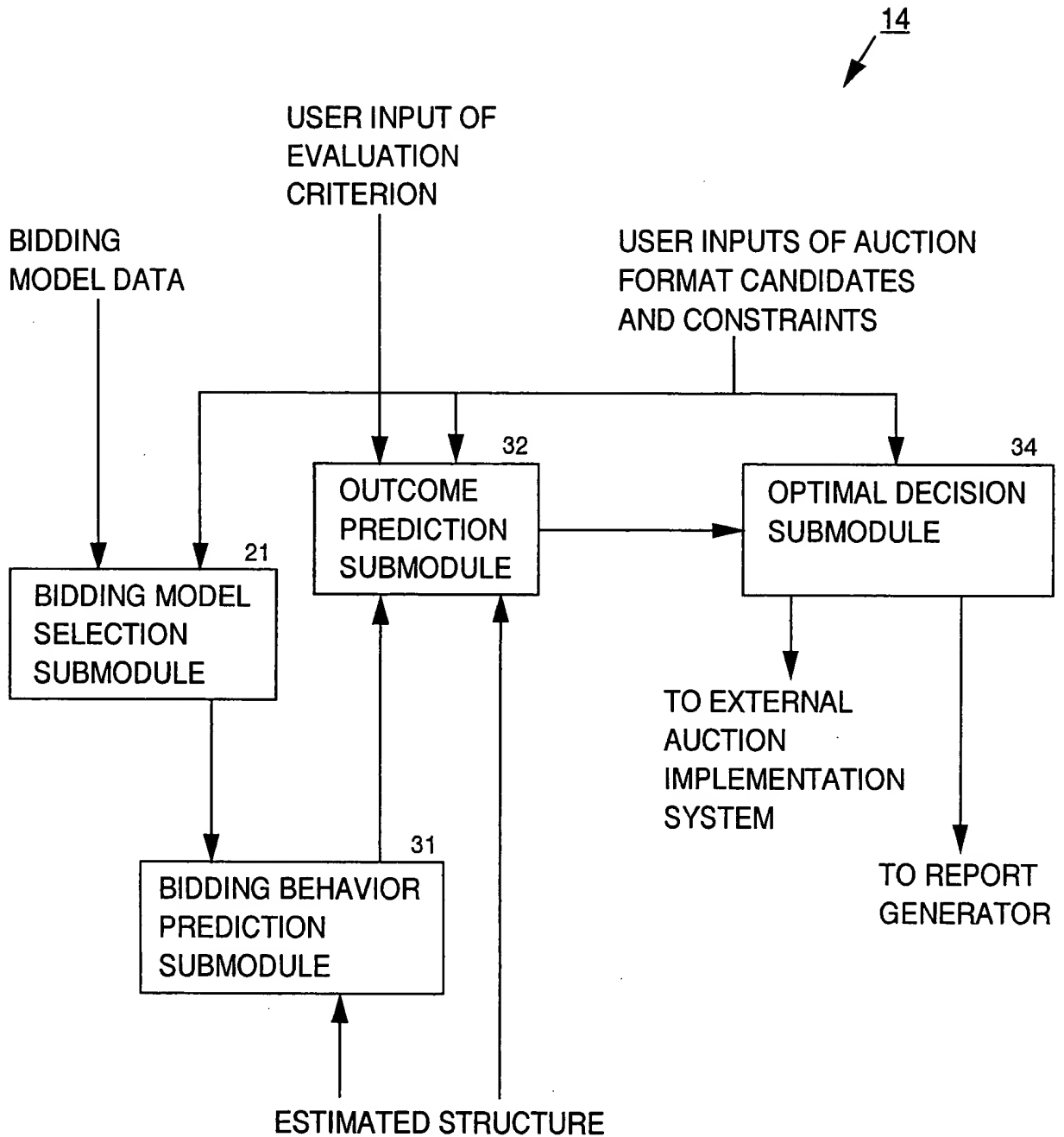


FIGURE 3

DATA SELECTION SUBMODULE

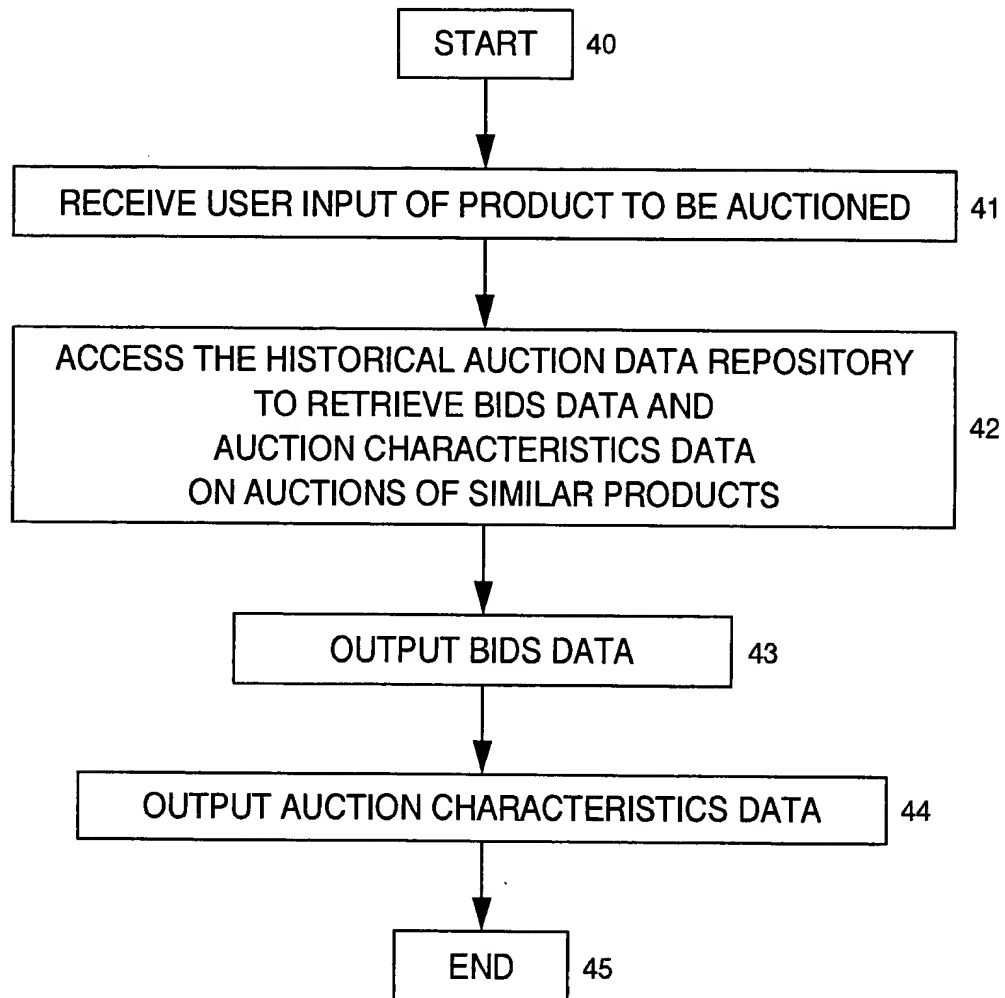


FIGURE 4

BIDDING MODEL SELECTION SUBMODULE

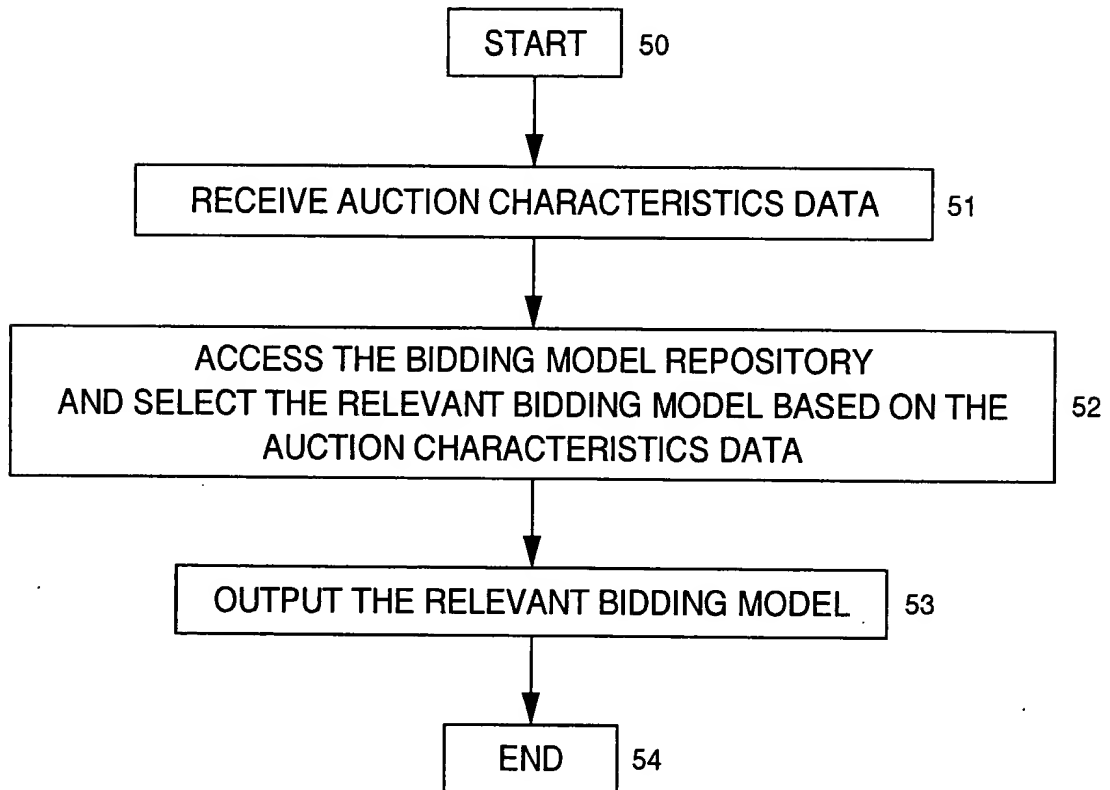


FIGURE 5

STRUCTURE ESTIMATION SUBMODULE

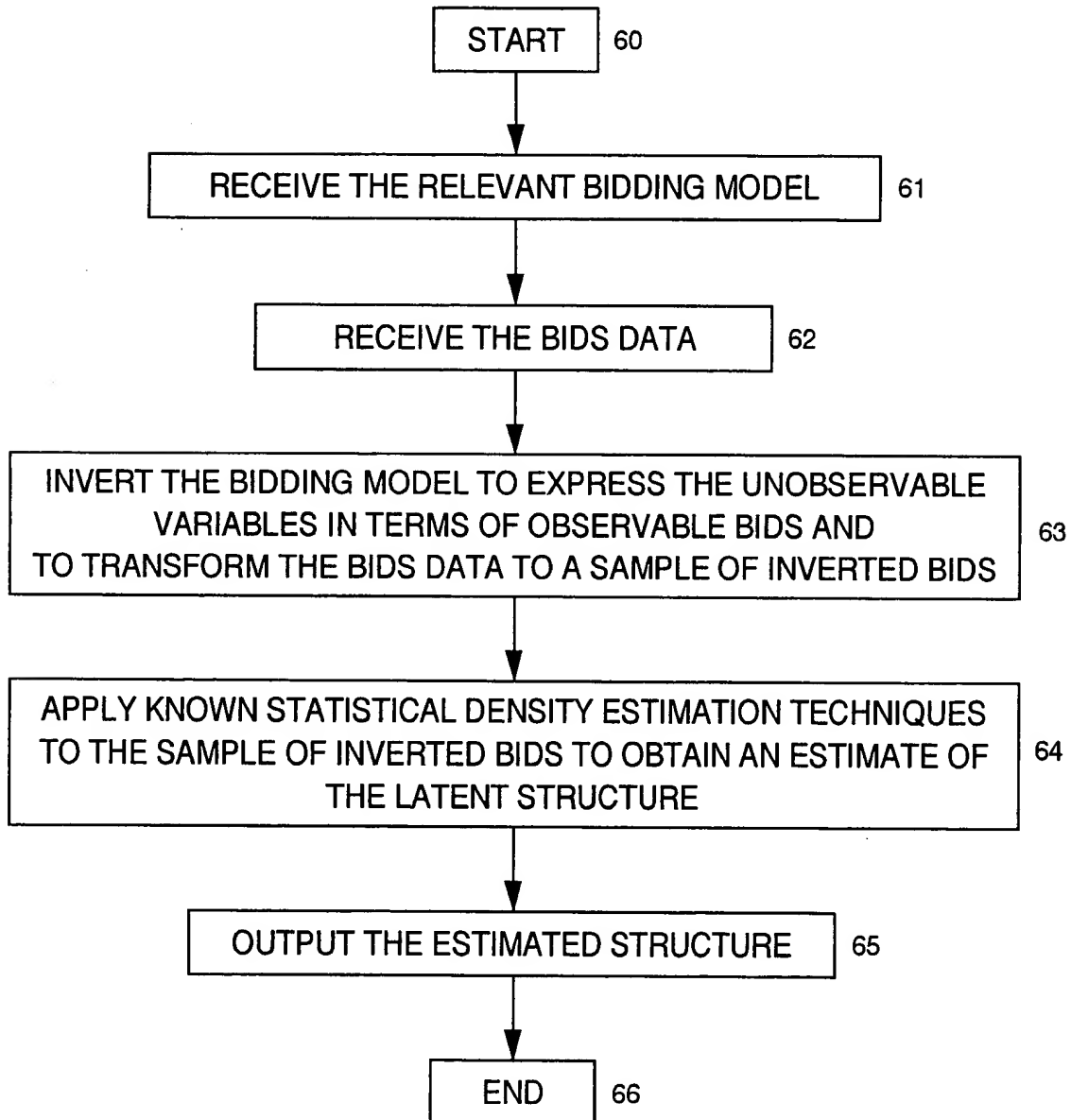


FIGURE 6

BIDDING BEHAVIOR PREDICTION SUBMODULE

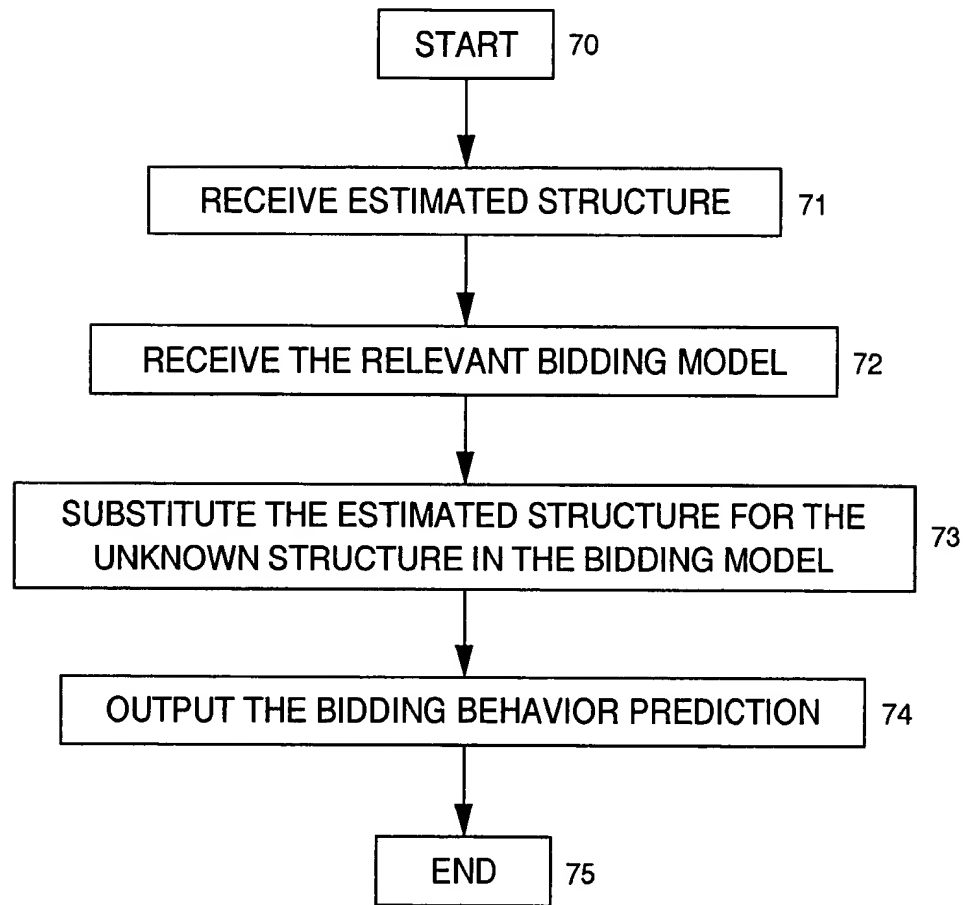


FIGURE 7

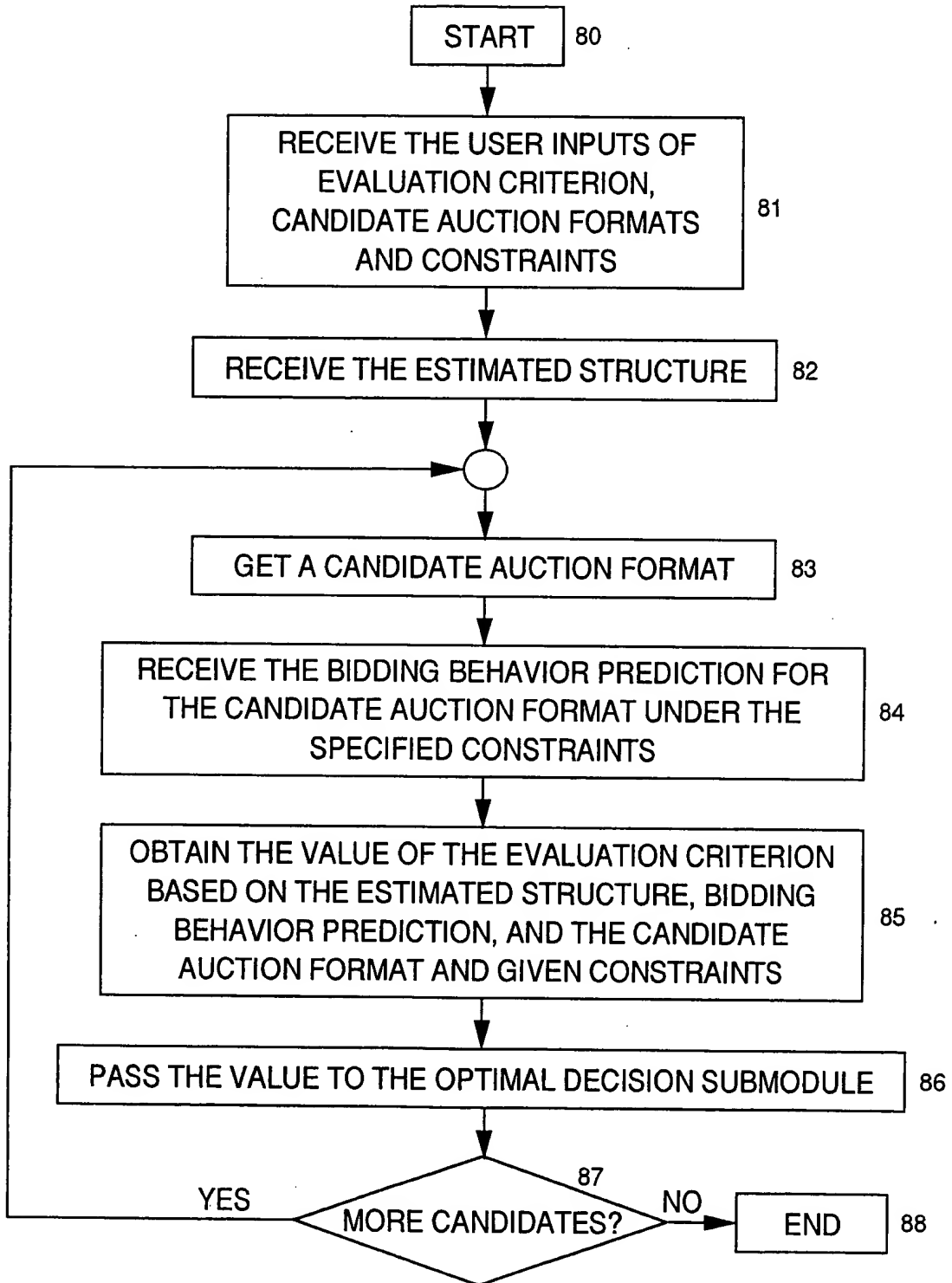
OUTCOME PREDICTION SUBMODULE

FIGURE 8



OPTIMAL DECISION SUBMODULE

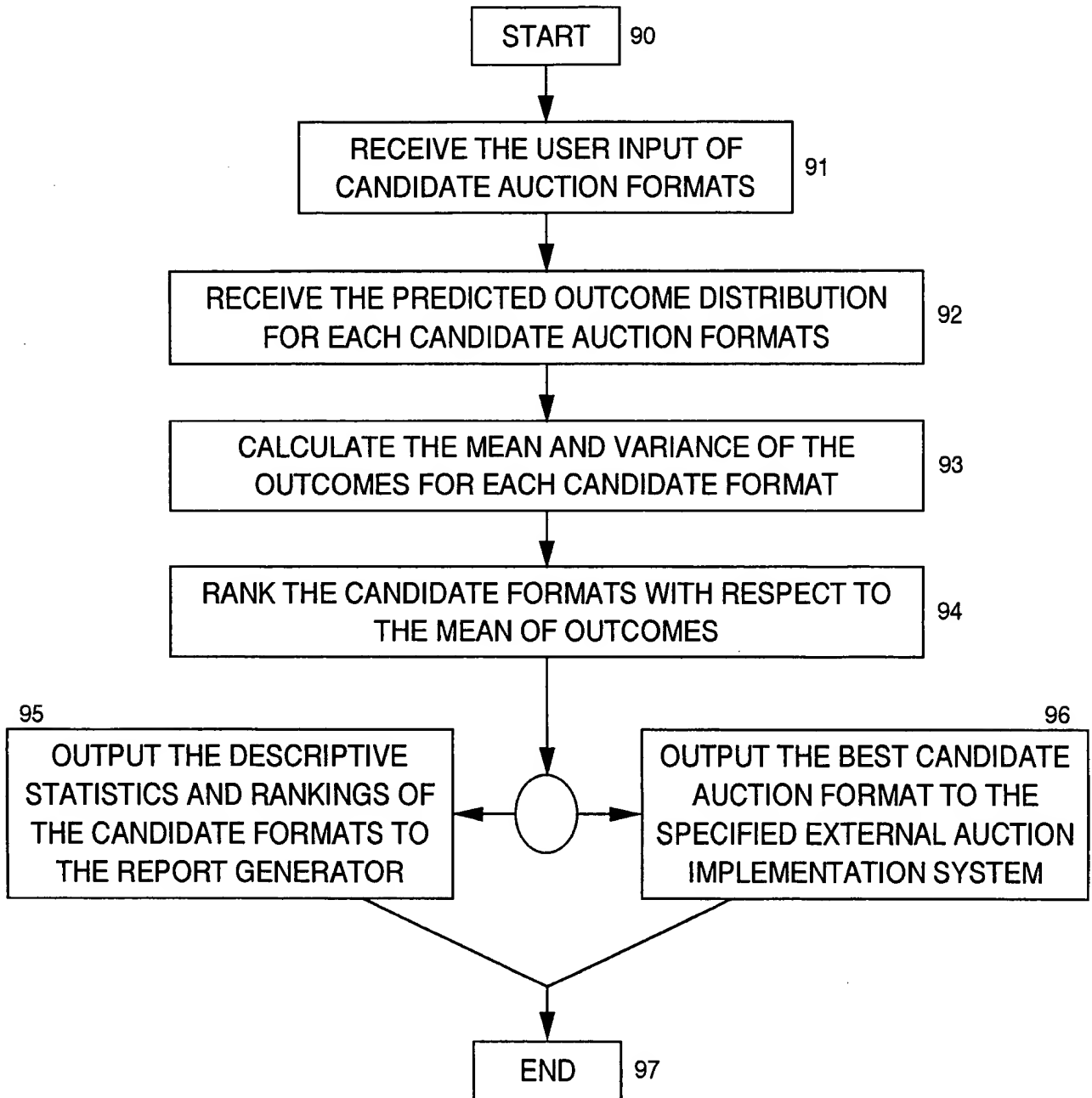


FIGURE 9

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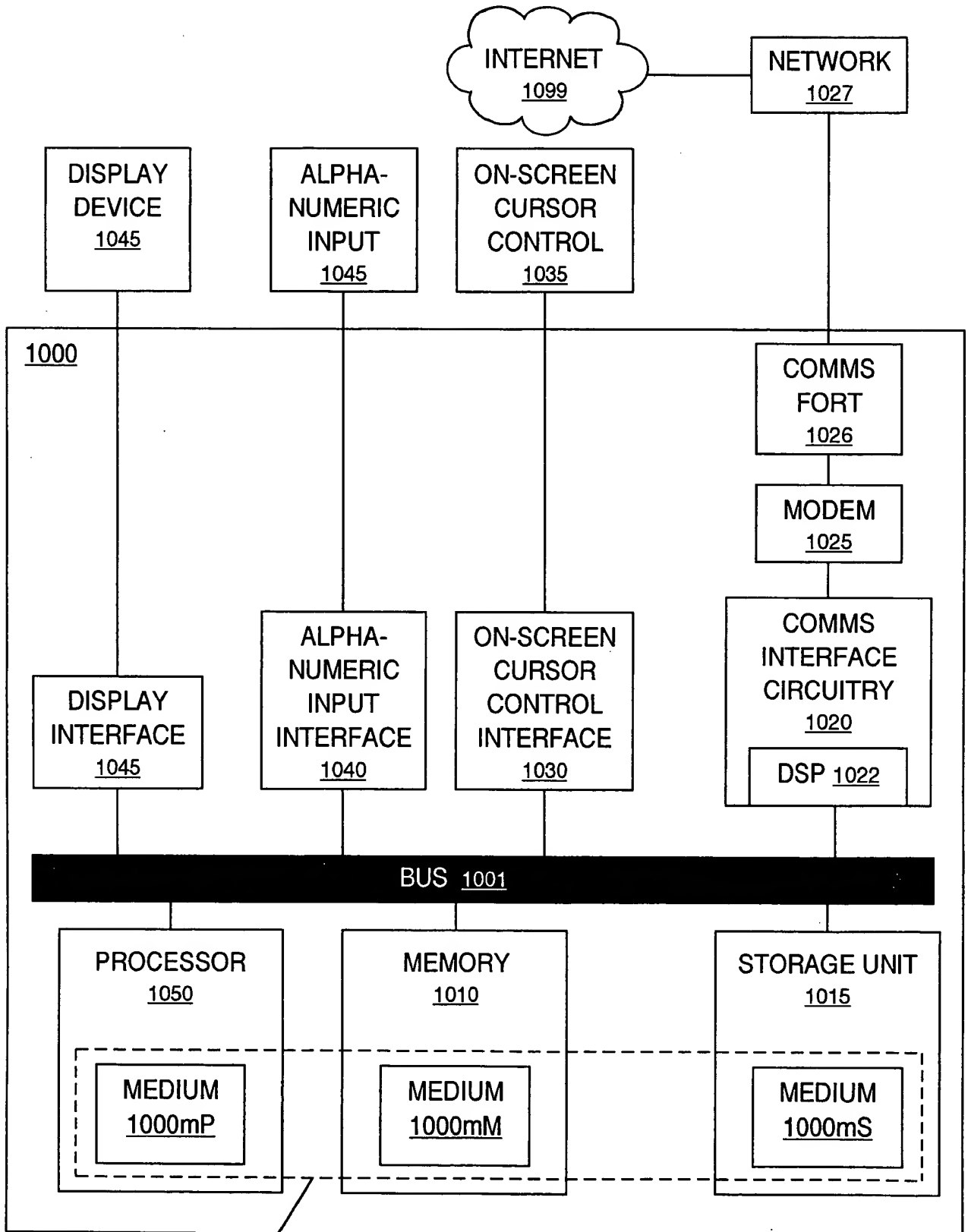


Figure 10

Historical Auction Data Repository contains data on past auctions. For the purposes of present invention, the following variables are observed for each auction in the database.

Auction:

- Auction ID
- Further Auction Characteristics

Auctioned Item:

- Item ID
- Name
- Quantity
- Description
- Further Item Characteristics

Mechanism:

- Auction Format
- Reserve price
- Further Mechanism Characteristics

Bidders:

- Bidder ID
- Segment ID
- Further Bidder Characteristics

Bids

- Identities of participating bidders
- Bids submitted by participating bidders

Outcomes:

- Assigned payments for each bidder
- Assigned quantities for each bidder

Figure 11a

AUCTION CHARACTERISTICS:

Auction ID

Item ID

Item Name

Quantity

Dates:

Announcement

Start

Close

Seller/Buyer ID

Auction Mechanism Characteristics

Invited Bidders' IDs

Participating Bidders' IDs and Bids, Quantities

Outcome:

Assigned Price for each bidder

Assigned Quantities for each bidder

Fees:

Shipping & Handling

Taxes

Auctioneer Fees:

Posting Fee

Ad Valorem Fee

Figure 11b

BIDS:

Bid ID  
Auction ID  
Item ID  
Bidder ID  
Bid Time Stamp  
Price Bid  
Bid Type  
    Proxy  
    Direct  
Quantity Desired  
Minimum Quantity  
Currency

Figure 11c

MECHANISM CHARACTERISTICS:

Format

English

Dutch

Sealed Bid First Price

Sealed Bid Second Price

Vickrey

etc

Buy/Sell

Entry Rule

Open

Free

Fee

Invitation

Free

Fee

Reserve Price

Secret

Open

Start Price

Bid Increment

Fixed

Relative

Closing Rule

Inactivity Time

Fixed Closing Time

Figure 11d

ITEM CHARACTERISTICS:

Item ID  
Name  
Description  
Location  
SKU  
Manufacturer  
Model Number  
Condition  
Warranty  
Weight  
Weight Unit  
Measurement Unit  
Currency  
List Price  
Etc

Figure 11e

BIDDER CHARACTERISTICS:

ID

Segment ID

Name

Address

General Information

Socio Demographic Information

Etc

Figure 11f



SELLER/BUYER CHARACTERISTICS:

Seller/Buyer ID

Name

Address

General Information

Socio Demographic Information

Etc

Figure 11g

120

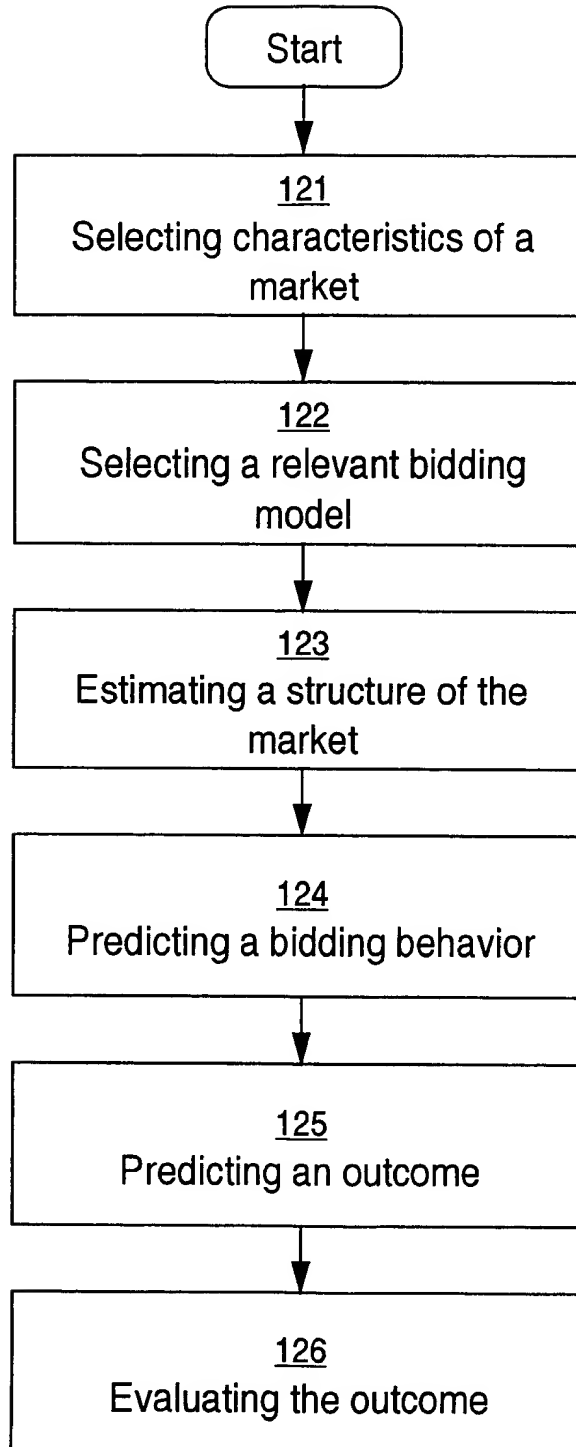


Figure 12